

5 WAYS TO TURN YOUR EXPERTISE INTO INFLUENCE

(BEFORE YOU EVEN WRITE YOUR BOOK)



Join 1,000+ experts who have become published authors and thought leaders

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You already have the expertise, now it's time to share it.

Discover 5 powerful ways to build your visibility, credibility, and impact as a thought leader before you even start writing your book



Every expert has insights worth sharing, but not every expert is known or even heard.

Most people still see a thought-leading book as the ultimate proof of a leader's expertise, and I would heartily recommend writing your best book. However, if you are not quite ready, or if you are seeking more clarity before embarking on writing a book "one day," this guide will help you start creating influence today.

These five strategies will begin to position you as a trusted authority and prepare you to write a truly impactful book when the time comes.

You may be thinking you are not ready to write a book. You may be wondering where to start. You may even be concerned that you don't know enough for a book. I have heard at least one of those thoughts from every single client I've ever supported. And you know what? Each of them discovered that they did have something to say.

They discovered that the best way to start is to be clear about their intention and trust the process. And they discovered that clarity is not something that just jumps out at you. It's something that can be built with the right kind of guidance and direction.

I'm delighted to share some of that guidance and direction right here in this handy resource. It's the first step and we're excited to see where it takes you.



1 Share Valuable Ideas Publicly

You don't have to wait for a book to share your best thinking. Are you holding yourself back because you're wondering how to share your ideas? Or even if you should share your ideas?

Start small. You don't need to share every aspect of your work, or every part of your process. Many experts worry that once they share everything they know, there won't be anything left to share later. Firstly, it would be impossible to put everything you know into one book. Secondly, readers will follow you and engage with you more if you have shared generously.

You can post your insights on LinkedIn, record short videos, or write short-form articles to begin with. If you are not confident about what to share, ask one of your clients or mentors.

Or book a free call with me. I'd love to help you explore what's possible today. Just do something so people can learn from you and your experience. Every post builds trust and helps you find your authentic voice.



2 Speak About What You Know

Speaking, whether online or in person, is one of the fastest ways to grow credibility.

Start with podcasts, local events, or panels. You know more than you think! You just need to put yourself out there. I have seen experts go from the best kept secret to household names, just by starting to become more visible.

Your message doesn't need to be perfect; it just needs to connect. In fact, the more you share, the more clarity and confidence you will have about your message.

You may wonder if there is a market for your message and content. I'm here to tell you "Yes, there is". There is always a market. And your best clients are probably very keen to learn from you.



Speak About What You Know (Cont'd)

A word of warning though. You only want to be writing and speaking about your topic! Don't dilute your profile by inserting your opinion into other, less relevant conversations.

I have seen many aspiring leaders spout off on unrelated topics to their detriment. People get confused and forget what that person's main expertise actually is.

Once you start talking about your topic, I bet there's no stopping you! So, don't stop yourself. Don't wait until you are more confident. Start the conversation now.

**Remember: Confidence builds clarity,
not the other way around.**



3 Turn Client Wins into Case Studies

Your best stories are already happening in your business. You have clients who are succeeding because of you. But are they talking about you?

One way to get people to talk about you is for you to talk about others. Share the work you have done with your past clients that has led to more success for them. The client gets free publicity and you get to be seen as the hero!

Sit down and jot down the 'before' and 'after' stories: what was happening for that client before they worked with you, and what results they are enjoying now because of your work together.



Turn Client Wins into Case Studies (Cont'd)

These days, your prospective clients are looking for short case studies or mini success stories that demonstrate your process and results with other clients - people like them.

This kind of social proof is more important than ever, to stand out in a crowded market full of people shouting about what they offer, but providing no evidence.

These case studies may eventually form part of your book's content later, but you also get to benefit from them now.



4 Clarify What You Stand For

Thought leaders aren't just experts, they have a clear perspective.

They have taken the time to truly understand and articulate their insights and opinions, to ensure they are bold and inspiring, yet respectful. Trust me, not many so-called "experts" get the balance right! You can do better than average.

Take time to define your core beliefs, your "why," and your bold opinions about your topic and your industry. There is so much noise out there, as I'm sure you've noticed. Sometimes it seems like everyone is saying the same thing, and everything has already been said. It hasn't!

There is still a space in the market for your own view and thinking, but you do need to be on point and more impactful today than ever, to get people's attention.



Clarify What You Stand For (Cont'd)

If you spend the right kind of time and effort to hone in on your core beliefs and messages, this work can become the cornerstone of your future book and personal brand, so it's important you get it right.

You might like to get some coaching from me or another mentor to ensure you really hit the mark with your message.

If you are going to work with someone, do it as early as possible. You don't need to put your thoughts together first; in fact, it's better to brainstorm with your coach or thinking partner right from the start, so you start off and continue in the right direction with your planning.

I've had dozens of clients come to me with ideas they have sketched out and we've both found it difficult to explore other new ideas. A blank sheet may seem scary to you but it's our best friend!



5 Capture Every Idea

Inspiration can strike anywhere and at any time. Keep a notes app, journal, or voice memo handy and write down thoughts that inspire you.

Don't think of yourself as creative? Good news: you don't need to be! It's not about creating but rather pulling out views, insights and thoughts that are already in your head.

Your thoughts today could become part of tomorrow's book but only if you capture them somewhere.

I can't tell you the number of times I have had an exciting thought for a speech, article or even a book, but I've waited to write it down because I was in the middle of something else. Then, when I went back to it, the thought was gone! Disappeared! This may have happened to you as well.

Let's not leave your thought leadership to chance, and let's not rely on finding inspiration at the right time. There are clever ways of outsmarting your subconscious, and bringing a thought into solid consciousness by writing it down is one of the best strategies.



Final Piece of Advice for You



You don't need to be an author to begin the journey towards becoming a thought leader. A lot of people write books without doing enough planning or preparation. I'm suggesting you do more planning and preparation than the average person, and probably more than you thought necessary.

Is this going to require time and effort? Absolutely. Are you willing to do more thinking and put some higher quality thought into your content? Only you can answer that. And the answer depends on how important you think it is, to build your profile as a thought leader.

Start building your influence now and, when you're ready to write, you'll already have a much clearer idea for your thought-leading book that attracts opportunities and readers alike. Every little piece of writing, speaking and sharing contributes to the library of thought leadership that you will eventually be known for.

All the best for this journey. If you want someone to hold your hand, for the start or all the way along, you know where I am.



Ready to Share Your Expertise and Wisdom?

GREAT NEWS!

I am hosting a fabulous **KickStart Your Book Workshop** on January 8th!

This is the perfect opportunity to make some big decisions about your book, with my guidance and help.

If you have been “thinking about it” for long enough, it’s time to get it done!

I know you have plenty of expertise and insights to share. Your heart is telling you to write a book but you’re not sure where to start.

Start by registering for this award-winning workshop.

You know enough and you’ve waited long enough. Your readers have waited long enough.

Now you simply need a good strategy and plan - and that’s what I will provide.



KICKSTART YOUR BOOK WORKSHOP



What's Included in this program:

- ◆ 3-hour virtual content-packed session led by me
- ◆ Personal attention to get all your questions answered
- ◆ Lifetime access to my bestselling course "How to Write and Publish Your Book"

Make a powerful start on your expertise book early in the new year, and have it finished and published by the end of the year!

Limited spaces - register NOW and make your book dream come true.

Just £395 (+VAT where applicable)

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P.S. This is the only workshop currently planned for 2026, and I don't want you to miss out. Register now and claim your place as a published thought leader!

